

Southern Extension Marketing Conference
Claridge Hotel, Memphis, Tennessee
October 25-30, 1948

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Conference Working Groups

I. The Job of Extension Workers in Marketing

Chairman S. W. Box, Extension Economist in Marketing, State College,
Mississippi
Secretary G. P. Summers, Extension Economist in Marketing,
Lexington, Kentucky
Members J. G. Richard, Assistant Director of Extension, Louisiana
L. I. Skinner, " " " Georgia
L. P. Gabbard, Head, Department of Agricultural Economics,
Texas A & M College
Consultants J. H. McLeod, Director of Extension, Tennessee
D. W. Watkins, " " " South Carolina
P. O. Davis, " " " Alabama
Aubrey Gates, Associate Director of Extension, Arkansas
H. M. Dixon, Chief, Division of Agricultural Economics,
Washington, D. C.

II. Consumer Education

Chairman Miss Sallie Pearce, Extension Marketing Specialist,
South Carolina
Secretary Ford Mercer, Extension Consumer Education, Oklahoma
Members Mrs. Miriam J. Kelly, Consumer Education, Kentucky
Esther Cooley, Consumer Education, Louisiana
Virginia Hower, Consumer Education, "
Virginia Devore, " " South Carolina
Consultants E. A. Johnson, Extension Service, USDA
Mena Hogan, " " "

III. Fruits and Vegetables

Chairman T. A. Cole, Extension Marketing Specialist, S. C.
Secretary L. E. Farmer, " " " Georgia
Members John W. Bagby, Alabama
Smith Grieg, Arkansas
D. E. Timmons, Florida
W. C. Carter, Georgia
W. E. Jones, Mississippi
F. M. Smith, "
H. M. Covington, North Carolina
C. H. Langford, South Carolina
L. M. Asbill, South Carolina
A. E. Schilletter, South Carolina
R. J. Ferree, South Carolina
H. A. Bowers, " "
Harry Carlton, Tennessee

Consultant Paul J. Findlen, Extension Service, USDA

IV. General Crops Marketing

Chairman	C. G. Garner, Extension Marketing Economist, Georgia
Secretary	D. F. Holler, " Cotton Marketing Specialist, Raleigh, N. C.
Members	R. A. Jones, Extension Marketing Field Crops, Alabama J. H. Owen, Extension Seed Marketing Specialist, " Charlie Bryant, Cotton Marketing Specialist, Georgia Charles L. Carey, Extension Marketing Specialist, Miss. B. B. Cool, Forestry Marketing Specialist, Mississippi D. F. Holler, Extension Cotton Marketing Specialist, N. C. H. A. Woodle, " Agronomist, South Carolina W. J. Barker, " Forester, " " Ed. Granstaff, " Grain Marketing Specialist, Oklahoma W. H. Daughtrey, Associate Director of Extension, Virginia
Consultants	L. R. Paramore, Extension Service, USDA Norman Efferson, Agricultural Economist, Louisiana C. L. Welch, National Cotton Council, Memphis, Tennessee G. H. Aull, Head, Dept. of Agricultural Economics, S. C. Clyde C. McWhorter, PMA Cotton Branch, Memphis, Tenn. Willis Combs, Extension Grain Marketing Specialist, USDA

V. Livestock, Meats and Wool

Chairman	A. W. Jacob, Extension Economist, Oklahoma
Secretary	M. L. Dalton, Extension Marketing Specialist, Virginia
Members	W. H. Gregory, " Livestock " Alabama J. S. McKewen, Livestock Marketing Specialist, Mississippi G. C. Herring, Animal Husbandman, Virginia Clay R. Moore, Extension Marketing Specialist, Arkansas
Consultant	E. C. Martin, Assistant State Agent, Texas

VI. Dairy Products

Chairman	L. A. Vennes, Extension Economist, Marketing, Kentucky
Secretary	E. D. Martindale, " Marketing Specialist, Mississippi
Members	C. G. Cushman, " Dairy " S. C. R. M. Grigsby, " Marketing " Louisiana J. T. Gaillard, " " Facilities Specialist, Ala. J. R. Enix, " " Specialist, Oklahoma
Consultants	Harry Trelogan, RMA, Washington, D. C. PMA, Dairy Branch, Washington, D. C.

VII. Poultry and Eggs

Chairman	Floyd Z. Beanblossom, Poultry Marketing Specialist, Texas				
Secretary	W. A. Tuten,	"	"	"	S. C.
Members	J. P. Weeks,	"	"	"	Ala.
	F. S. Perry,	"	"	"	Fla.
	Curtis H. Collier,	"	"	"	Ga.
	P. H. Gooding,	"	"	"	S. C.

Consultant Hermon I. Miller, PMA Poultry Branch, USDA

VIII. Cooperative Marketing and Purchasing

Chairman	A. W. Jones, Extension Economist, Alabama				
Secretary	M. C. Jaynes, Cooperative Marketing Specialist, Texas				
Members	R. D. Steer,	"	"	"	S. C.
	A. L. Jerdan, Extension Marketing Specialist, Tenn.				
	H. M. Love, Head, Dept. of Agricultural Economics, Virginia				
	D. S. Weaver, Assistant Director of Extension, N. C.				
	B. M. Morell, Extension Marketing Economist, Puerto Rico				

Consultants Joseph G. Knapp, Associate Chief, Cooperative Research and Service Division, FCA
John W. Davis, Executive Secretary, National Council of Farmer Cooperatives, Washington, D. C.

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